



Raleigh's Commitment to Sustainability

Sustainability is a broad term that addresses three fundamental principles: economic strength, environmental stewardship, and social equity. We believe a sustainable community is a thriving community; one that provides opportunity for all residents, cares for the environment, and has long term vision for a prosperous future.

Sustainable Raleigh was created to provide guidance for policy development and goal setting for the City of Raleigh based on these three fundamental principles. We partner with our local business community, universities, civic, and non-profit organizations to build relationships, and work collaboratively with all departments within the City of Raleigh in our mission to become a leader in sustainability.



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Project Get Ready

The City of Raleigh has been selected as one of the first three cities in the country to participate in "Project Get Ready" - an initiative sponsored by the Rocky Mountain

Institute (RMI) to prepare cities across the country to receive new automotive technologies, most notably electric cars/vehicles.



The other cities in the first roll-out are Portland and Indianapolis. Other active cities include Houston, Toronto, Chicago, Denver, San Francisco and the Greater Triangle Region. The initiative will allow the City to share information from other participants and technical advisors and prepare us to be one of the areas of the country where the first electric vehicles will be marketed when they come on the market over the next 12-24 months.

In the words of RMI's recent press release:

"Raleigh is a prime target for readiness, with a progressive utility, leading relevant university experience, ready-and-willing city government and potential to utilize existing connections to the Research Triangle Park to prove "regional" readiness concepts. RMI will help the city convene its many interested stakeholders, and support planning and execution. In return, we'll get a one-on-one experience in Raleigh (and a few other partner cities) that will help us do a better job with our research and what we share with the nation."

In addition to a close partnership with Progress Energy and RMI, we will also have Advanced Energy as an active local partner, as well as our progressive business community.

Project Get Ready will:



- *Create a dynamic "menu" of strategic actions that city and regional leaders can enact to be a plug-in pioneer, based on input from technical advisers and cities already engaged in implementing plug-ins. In this menu, RMI will analyze the "business case" for each action from the perspective of several key stakeholders (city gov't, employers, consumers, etc.)*
- *Provide a web database of all national (and some international) plug-in readiness activities (LINK).*
- *Work one-on-one with at least 5 cities on creating their coalitions and charters.*
- *Convene at least 20 cities as well as technical players regularly to discuss their lessons learned and best practices, and report these conversations on our website and materials. Some of our partner cities will have their own plans underway; others will be starting from the ground up.*
- *Provide a benchmark that will allow cities/regions to "prove" that they are ready for mass adoption of PHEVs/EVs, and have taken meaningful steps to support this critical green technology (this may take the form of a seal of approval or certification like the LEED system that gauges readiness).*
- *Document the progress made by participant cities in order to help quantify future demand and make it more transparent to industry (how much, where, and what type of support to expect) for PHEVs/EVs.*
- *Provide helpful background and educational material on plug-in readiness.*

For more information on **Project Get Ready** visit the following websites:

<http://projectgetready.com>

www.raleighnc.gov/sustainableraleigh